

S/N unknown

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

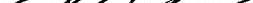
Applicant: Serial No.: unknown  
Filed: concurrent herewith Docket No.: 12777.11US01  
Title: METHOD OF SEQUENTIALLY DISPLAYING ADVERTISEMENT ON A  
TELEVISION SCREEN AND A DIGITAL BROADCASTING SET-TOP  
BOX FOR PERFORMING THE SAME

**CERTIFICATE UNDER 37 CFR 1.10**

'Express Mail' mailing label number: EV004048318US

Date of Deposit: 7 November 2001

I hereby certify that this correspondence is being deposited with the United States Postal Service 'Express Mail Post Office To Addressee' service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

By:   
Name: Chris Stordahl

## **PRELIMINARY AMENDMENT**

Assistant Commissioner for Patents  
Washington, D. C. 20231

Dear Sir:

In connection with the above-identified application filed herewith, please enter the following preliminary amendment:

IN THE CLAIMS

Please amend claim 6 as follows:

6. (Amended) A advertising method by using a digital broadcasting set-top box, comprising
  - 1) providing a digital broadcasting set-top box according to claim 1 in which contents of an advertisement ordered by an advertiser who paid an advertising rate is stored to a viewer by a broadcasting company, the digital broadcasting set-top box being produced by order from the broadcasting company, and the digital broadcasting set-top box including the contents of the advertisement; and
    - 2) seqeuntly displaying the advertisement of the advertiser on a television screen of the viewer in which the digital broadcasting set-top box is installed.

REMARKS

The above preliminary amendment is made to remove multiple dependencies from claim 6.

Applicants respectfully request that the preliminary amendment described herein be entered into the record prior to calculation of the filing fee and prior to examination and consideration of the above-identified application.

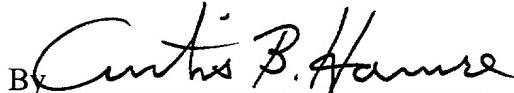
Attached hereto is a marked-up version of the changes made to the claims by the current amendment. The attached page is captioned "Marked-up Copy".

If a telephone conference would be helpful in resolving any issues concerning this communication, please contact Applicants' primary attorney-of record, Curtis B. Hamre (Reg. No. 29,165), at (612) 336.4722.

Respectfully submitted,

MERCHANT & GOULD P.C.  
P.O. Box 2903  
Minneapolis, Minnesota 55402-0903  
(612) 332-5300

Dated: 7 November 2001

By 

Curtis B. Hamre  
Reg. No. 29,165

CBH:hjh

**MARKED-UP COPY**

6. A advertising method by using a digital broadcasting set-top box, comprising

1) providing a digital broadcasting set-top box according to [claims 1 or 2] claim 1 in which contents of an advertisement ordered by an advertiser who paid an advertising rate is stored to a viewer by a broadcasting company, the digital broadcasting set-top box being produced by order from the broadcasting company, and the digital broadcasting set-top box including the contents of the advertisement; and

2) seqeuntly displaying the advertisement of the advertiser on a television screen of the viewer in which the digital broadcasting set-top box is installed.

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By:   
Name: Chris Stordahl

## **COMMUNICATION REGARDING PRIORITY CLAIM**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Applicants hereby claim the benefit under Title 35, United States Code § 119 of foreign priority as follows:

<u>Application No.</u> 10-2000-66848	<u>Filing Date</u> 10 November 2000	<u>Country</u> Republic of Korea
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The priority document(s) will be furnished at a later date.

Respectfully submitted,

MERCHANT & GOULD P.C.  
P.O. Box 2903  
Minneapolis, Minnesota 55402-0903  
(612) 332-5300

Dated: 7 November 2001

By Curtis B. Hamre  
Curtis B. Hamre  
Reg. No. 29.165

CBH:hjh